



who you are.

FOR SMOKERS AGE 21 OR OVER.

**PLACE OUTSIDE ADDRESS LABEL HERE
TO GET YOUR SHADES.**

Your label contains your Official Shades I.D. Number.

Use the lines below to print
name and address corrections only.

By responding to the following
survey and signing below, I certify
that I am a cigarette smoker 21
years of age or older. I am also
willing to receive free samples of
cigarettes and incentive items in
the mail, subject to applicable
state and federal law.

SIGNATURE
(required)

BIRTH DATE
(required)

Month / Day / Year

Free Sunglasses Offer good until March 31, 1994. Please allow 10 to 12 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected, mutilated or postage-due mail. Offer good only in U.S.A. Consumer Survey Associates. Sunglasses offer is limited to one per person regardless of the number of surveys completed. It may be necessary to substitute a different pair of sunglasses if your selection is not available. Your sunglasses are not returnable for exchange. Void where otherwise prohibited, taxed or licensed. Offer limited to smokers 21 years of age or older.
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*LATEST
Survey*

what you like.

1. What is your regular brand of cigarettes—that
the brand you smoke most often?

(brand)

2. Is your regular brand...? (Check one.)

☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)

☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)

☐ Filter ☐ Non-Filter

5. Is your regular brand...? (Check one.)

☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy it by the...? (Check one.)

☐ Pack ☐ Carton ☐ Both Ways

7. How long have you smoked this brand?

☐ Less than 1 year ☐ 3 to 5 years
☐ 1 to 2 years ☐ Over 5 years
☐ 2 to 3 years

8. What, if any, was your previous brand?

(brand)

9. The next time you go to the store, if your
regular brand were not available, what
would you do? (Check one.)

☐ Go to another store to buy my regular
brand.
☐ Buy another type or length of my regular
brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely

10. Which of the following statements best
describes the way you use cigarette
coupons? (Check one.)

☐ I use almost any cigarette coupon
☐ I occasionally use coupons for cigs
even if they are not for my regular
☐ I only use coupons if they are for my
regular brand.
☐ I never use coupons to buy cigs

11. If your regular brand were not available,
which of the following brands would you
consider buying? (Check all that apply.)

<input type="checkbox"/> Alpine	<input type="checkbox"/> GPC	<input type="checkbox"/> Pyramid
<input type="checkbox"/> Basic	<input type="checkbox"/> Kent	<input type="checkbox"/> Raleigh
<input type="checkbox"/> Benson & Hedges	<input type="checkbox"/> Kool	<input type="checkbox"/> Salem
<input type="checkbox"/> Best Buy	<input type="checkbox"/> Magna	<input type="checkbox"/> Sterling
<input type="checkbox"/> Best Value	<input type="checkbox"/> Marlboro	<input type="checkbox"/> States
<input type="checkbox"/> Bristol	<input type="checkbox"/> Merit	<input type="checkbox"/> Supreme
<input type="checkbox"/> Bucks	<input type="checkbox"/> Misty	<input type="checkbox"/> Tropicana
<input type="checkbox"/> Cambridge	<input type="checkbox"/> Monarch	<input type="checkbox"/> Van
<input type="checkbox"/> Camel	<input type="checkbox"/> Montclair	<input type="checkbox"/> Vice
<input type="checkbox"/> Capri	<input type="checkbox"/> More	<input type="checkbox"/> Win
<input type="checkbox"/> Carlton	<input type="checkbox"/> Newport	<input type="checkbox"/> Winston
<input type="checkbox"/> Doral	<input type="checkbox"/> Now	<input type="checkbox"/> Slim
	<input type="checkbox"/> Parliament	<input type="checkbox"/> W
<input type="checkbox"/> None	<input type="checkbox"/> Other	

12. Please list all the brands of cigarette
smoked at least one pack of in the
weeks. How many packs did you smoke
each brand? (Use as many lines as
needed.) Write in exact number of packs for
brand below. Note: 1 carton = 10 packs

Brand Name

13. Where do you usually buy your cigarettes?
(Check one.)

☐ Supermarket Chain
☐ Neighborhood Grocery
☐ Convenience/Gas
☐ Drug Store/Pharmacy
☐ Discount Store

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